

Figure 1

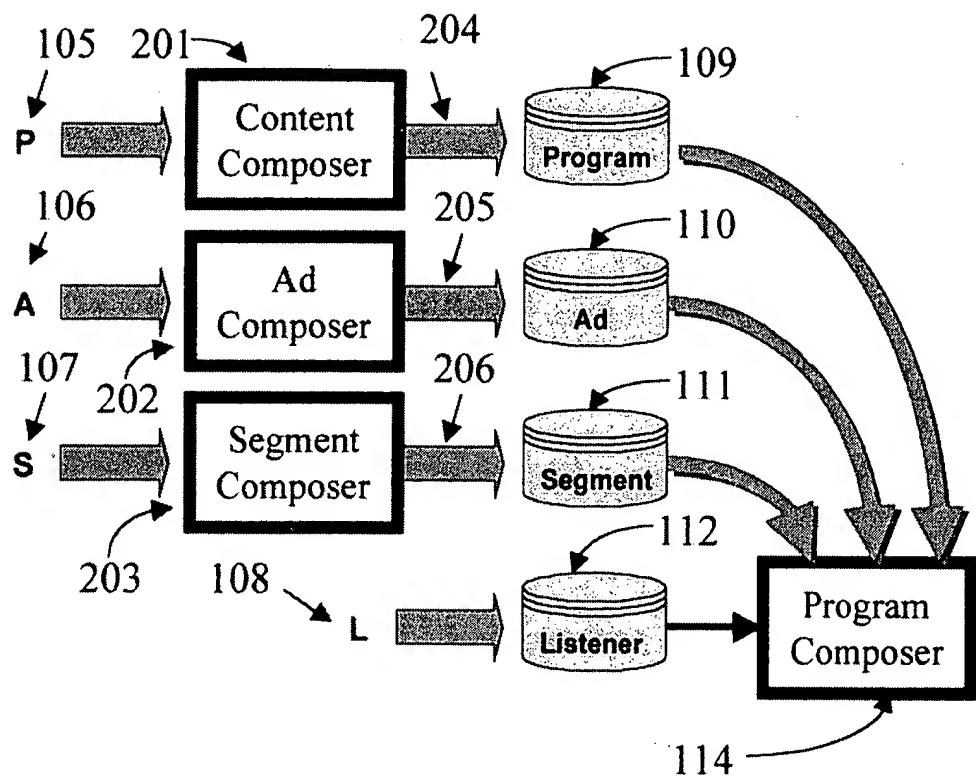


Figure 2

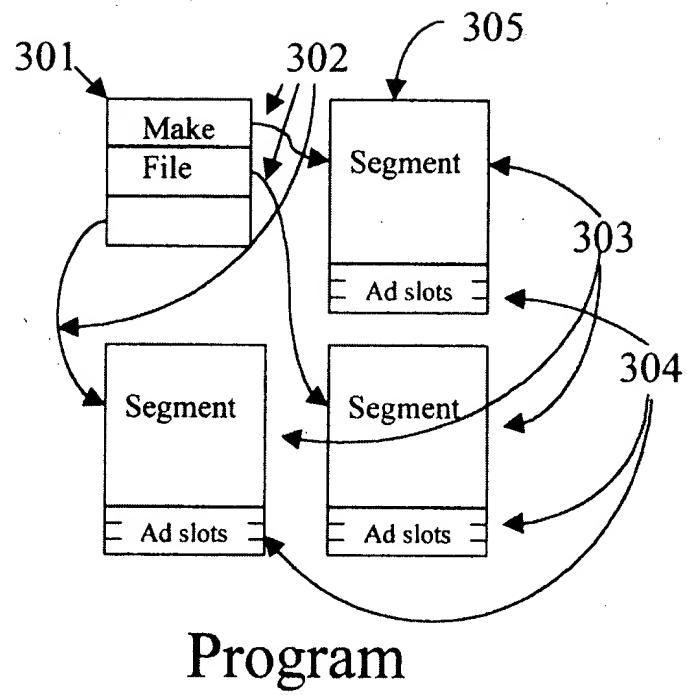


Figure 3

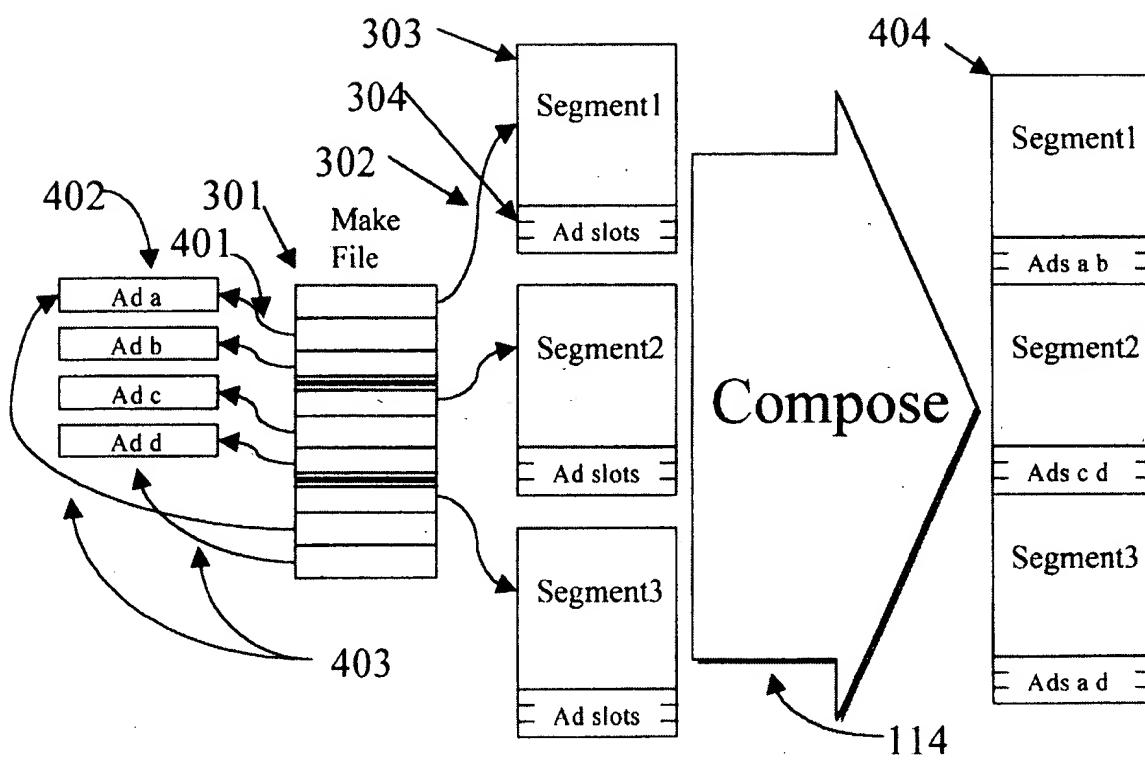


Figure 4

500

Program xxx									
A weekly talk show on Sports									
Number of shows:		16		Duration of availability:		3 weeks		Link to example segment	
Past Shows: Date		4-Dec	11-Dec	18-Dec	25-Dec	1-Jan	8-Jan	15-Jan	22-Jan
# subscribers		5434	5540	5847	655	938	5951	5732	5340
Slots Seg	order	Time sec.	Code: A=Auction, P=Purchase,S=sold		Prices: \$/K subscribers				
			22-Jan	29-Jan	5-Feb	12-Feb	19-Feb	26-Feb	5-Mar
1	1	30	\$0.10 S	\$0.15 S	\$0.10 S	\$0.10 S	\$0.10 S	\$0.10 S	\$0.10 S
	2	30	\$0.07 A	\$0.15 S	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A
	3	30	\$0.07 A	\$0.15 S	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A
2	1	30	\$0.11 A	\$0.15 S	\$0.11 A	\$0.11 A	\$0.11 A	\$0.11 A	\$0.11 A
	2	30	\$0.07 A	\$0.10 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A
	3	30	\$0.07 A	\$0.10 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A
3	1	30	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P
	2	30	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P
Seg order Time			From	To	Bid	Terms	Ad name		
<input type="text"/>									
Terms may be royalty per K downloads, flat fee, or download limit (royalty/flat/lim:#)									

Figure 5